

Press Release

For Immediate Release



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Vicon Announces New Channel Partner Program

Hauppauge, New York (April 1, 2015): Vicon Industries, Inc. (VII: NYSE-MKT) (“Vicon”), trusted designer and producer of video security systems and high-performance IP cameras, is excited to reveal its new Channel Partner Program for the North American market. In further support of the recently announced strategic focus dedicated to empowering its Partner ecosystem and delivering greater value to the channel, this new program is designed specifically to acknowledge and incentivize dealers, resellers and systems integrators.

The introduction of this program means that Vicon will also be moving into a two-tier distribution sales model, selling through select distributors who in turn sell to dealers, who then ultimately sell to the end customer. This identification of synergies and capitalization on the combined potential of the Vicon Team-Ecosystem sets Vicon Partners up for success with a solution-focused offering.

New and existing Vicon dealers will enjoy, amongst many additional benefits, increased product discount opportunities, project pricing support and dedicated partner management, as well as enhanced co-marketing efforts and pre-system configuration services. “In order to create transparent and equal access to partnership, reward our most loyal dealers, and increase support within the entire Vicon Team-Ecosystem, we are introducing our new Channel Partner Program,” said Bret McGowan, Sr. Vice President of Sales and Marketing.

“All of the benefits within our new Channel Partner Program are designed to improve profitability and empower our partners to deliver unique competitive solutions,” said Jennifer Hones, National Distribution Program Manager. Jennifer further added, “Including distribution partners as a more integral part of our sales strategy is key in ensuring that the entire Team-Ecosystem has access to needed sales and technical support resources required to be profitable, competitive and successful.”

Specific details surrounding the benefits and requirements of Vicon’s new Channel Partner Program will be unveiled at the ISC West show in Las Vegas on April 15-17, 2015, and will be made available on Vicon’s website.

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